



CAP COLLEGE FOUNDATION, INC.
The Distance Learning Alternative System
Course Curriculum

**Bachelor of Science in Business Administration major in
Marketing Management, BSBA-MM (Per CMO No. 17, Series of 2017)**

FOUNDATION SUBJECTS for Non-SHS Graduate			FUNDAMENTAL SUBJECTS for Non-ABM Graduate		
CODE	DESCRIPTIVE TITLE	Units	CODE	DESCRIPTIVE TITLE	Units
Eco 1	Introduction to Economics	3	Acctg 1	Acctg for Sole Proprietorship & Partn.	3
Eng 1	Basic Communication Arts & Skills	3	Acctg 2	Acctg for Corporations	3
Psych 1	General Psychology	3	Mgt 1	Introduction to Management	3
Soc 1	Soc-Anthro	3	Mgt 23	HBO	3
Eng 2	Inter Communication Arts & Skills	3	Eng 6	Technical Writing for Business	3
Eng 8	World Literature	3	Mktg 1	Principles & Methods of Marketing	3
		<u>18</u>			<u>18</u>

FIRST TERM			SECOND TERM		
CODE	DESCRIPTIVE TITLE	Units	CODE	DESCRIPTIVE TITLE	Units
GE 101	Understanding the Self	3	GE 104	Mathematics in the Modern World	3
GE 102	Readings in Philippine History	3	GE 105	Purposive Communication	3
GE 103	The Contemporary World	3	GE 106	Art Appreciation	3
CBM101	Operations Management (TQM)	3	CBM102	Strategic Management	3
BAC101	Basic Microeconomics	3	BAC102	Business Law	3
P.E. 1	Physical Education 1	2	P.E. 2	Physical Education 2	2
NSTP 1	CWTS 1	(3)	NSTP 2	CWTS 2	(3)
		<u>20</u>			<u>20</u>

THIRD TERM			FOURTH TERM		
CODE	DESCRIPTIVE TITLE	Units	CODE	DESCRIPTIVE TITLE	Units
GE 107	Science, Technology & Society	3	GE 109	The Life and Works of Jose Rizal	3
GE 108	Ethics	3	MMP102	Marketing Research	3
MMP101	Professional Salesmanship	3	BAC105	Human Resource Management	3
BAC103	Taxation	3	BAC106	International Business & Trade	3
BAC104	Good Governance & SR	3	BAElec1	Executive Leadership	3
P.E. 3	Physical Education 3	2	P.E. 4	Physical Education 4	2
		<u>17</u>			<u>17</u>

FIFTH TERM			SIXTH TERM		
CODE	DESCRIPTIVE TITLE	Units	CODE	DESCRIPTIVE TITLE	Units
MMP103	Marketing Management	3	MMP106	Product Management	3
MMP104	Distribution Management	3	MMP107	Retail Management	3
MMP105	Advertising	3	MMP108	Pricing Strategy	3
GElec 101	Filipino 1	3	GElec 102	Filipino 2	3
BAElec2	Elements of Economic Dev & Planning	3	BAC107	Business Research 1: Methodology	3
		<u>15</u>			<u>15</u>

SEVENTH TERM			EIGHTH TERM		
CODE	DESCRIPTIVE TITLE	Units	CODE	DESCRIPTIVE TITLE	Units
GElec 103	Filipino 3	3	BAC108	Business Research 2: Final Output	3
BAElec3	Entrepreneurial Management	3	PRAC	Internship (600Hrs)	6
BAElec4	Cooperative Management	3			9
		<u>9</u>			